

# Media ethics: approach and management

SASB SV-ME-260a.1 - see [ESG data summary](#)

SASB SV-ME-000.A - see the [Delivering compelling, original and meaningful content](#) section of our Products & Services section of our Integrated Annual Report.



CTV News is Canada's most-watched news organization (both locally and nationally) and also has a network of international news operations. CTV News operations include CTV News Channel, BNN Bloomberg and CP24, in addition to information programming, including: CTV National News, W5, Power Play and Question Period. Bell Media also operates the French-language news service Noovo Info. Flagship digital news sites include [CTVNews.ca](#), [CP24.com](#), [BNNBloomberg.ca](#) and [noovo.info](#), and are complemented by the [CTV News](#), [CP24](#) and [BNN Bloomberg](#) apps, which provide a direct connection to Canada's most trusted news, anytime and anywhere. With a perspective that is distinctly Canadian, CTV News brings Canadians the international and domestic news stories of the day and is the #1 news organization in Canada.

CTV News and Noovo Info are operated by Bell Media, Canada's leading content creation company, with premier assets in television, radio, digital and out-of-home media. Bell Media is part of BCE Inc., Canada's largest communications company.

CTV News and Noovo Info are committed to upholding principles of journalistic independence and ensuring independence and non-interference in news operations from BCE, while also remaining in compliance with government legislative requirements and relevant industry codes.

# Journalistic integrity of news programming

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We are responsible for telling Canada's stories, reflecting the country, its multicultural and multiracial dynamics, and for being impartial and independent from those seeking to influence our news programming.

Our mandate at CTV News and related news operations is to uphold journalistic integrity and independence under all circumstances and at all times, without exception. As a reputable news organization in a democracy, it is our fundamental purpose to inform Canadians of what is happening and to clarify events so that they may form their own conclusions. We accomplish this by telling accurate, fair and relevant stories in a clear and compelling way.

With a perspective that is uniquely Canadian, and through a network of national, international and local news operations, our mission is to be Canada's most trusted news source, providing the most timely and relevant news and information on all platforms, while adhering to the highest standards of journalism at all times. In its 2022 Digital News Report, Reuters Institute for the Study of Journalism confirmed CTV News as Canada's most-trusted English language news brand. Our target audience is a broad demographic of Canadians across all age groups who are interested in the world around them.

Independence is a fundamental value and we resist attempts at censorship that would erode it. Electronic journalists resist pressures to change or alter the news. Intrusion into content, real or apparent, should be resisted.

CTV News is a member of the [Trust Project](#), a global network of news organizations. The Trust Project aims to build standards that affirm and amplify journalism's commitment to transparency, accuracy, inclusion and fairness.

At the same time, all journalists at CTV News and related operations must continue to abide by the CTV News editorial standards and policies, which are available on our [www.ctvnews.ca](http://www.ctvnews.ca) website. These editorial standards and policies reflect commitments by CTV News to media ethics, diversity, avoiding conflicts of interest or appearance thereof with editorial ethics guidelines, verification/fact-checking standards, ensuring accuracy augmented by a corrections policy if needed, comments/source attribution except when anonymity is vital per the unnamed sources policy, using appropriate bylines and signatures and public engagement.

Our commitment to trust includes conducting fair and inclusive investigations when specific concerns or complaints emerge. For example, an independent third party specialized in employment law conducted a workplace review with input from national newsroom team members following concerns raised after personnel changes at CTV National News in 2022. As a result of this review, CTV News has an action plan in place that seeks to address the issues raised and create a better, more inclusive and positive work environment.

More information about each of these specific editorial standards and policies is available at the following links:

Ethics policy	Diversity statement	Corrections policy	Editorial ethics guidelines
Verification/fact-checking standards	Unnamed sources policy	Bylines and signatures	Public engagement policy

Noovo Info also adheres to strict editorial standards and policies, including those identified [here](#).

**Bell Media: Canada’s leading source of broadcast news and information**

SASB SV-ME-000.B

	2022
<b>Total hours produced/commissioned in English</b>	<b>39,506</b>
Local News	22,983
Specialty News	14,280
National News/W5	592
<b>Total news</b>	<b>37,855</b>
Independent Production and Digital Short Form	282
Bell Media Studios	1,369
<b>Total entertainment (CTV, Specialty, Crave)</b>	<b>1,651</b>

	<b>2022</b>
<b>Total hours produced/commissioned in French</b>	<b>1,315</b>
Total French specialty	277
Total independent productions in French (Crave)	43
Total French news (Noovo)	486
Total French TV	509

## Fundamental values and standards of behaviour

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The Bell Code of Business Conduct explains the fundamental values and standards of behaviour that are expected from team members in all aspects of our business, including media. All team members must abide by the policy, review it annually and certify that they have reviewed and follow the Code, and participate in relevant training every two years. Pillars of our media governance for employees require compliance with all policies, including those that address journalistic independence, social media and intellectual property protection (including Brand guidelines).

The Bell Code of Business Conduct is available [here](#).

*To the extent this information sheet contains forward-looking statements including, without limitation, outlooks, plans, objectives, goals, targets, strategic priorities, commitments, undertakings and other statements that do not refer to historical facts, these statements are not guarantees of future performance or events, and we caution you against relying on any of these forward-looking statements. Forward-looking statements are subject to inherent risks and uncertainties and are based on assumptions that give rise to the possibility that actual results or events could differ materially from our expectations expressed in, or implied by, such forward-looking statements. Refer to BCE Inc.'s most recent annual management's discussion and analysis (MD&A), as updated in BCE Inc.'s subsequent quarterly MD&As, for further information on such risks, uncertainties and assumptions. BCE Inc.'s MD&As are available on its website at [bce.ca](http://bce.ca), on SEDAR at [sedar.com](http://sedar.com) and on EDGAR at [sec.gov](http://sec.gov).*